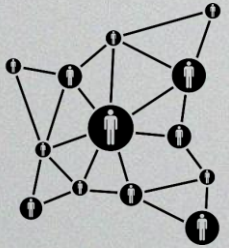


Diploma in Blogging & Content Marketing – Part I



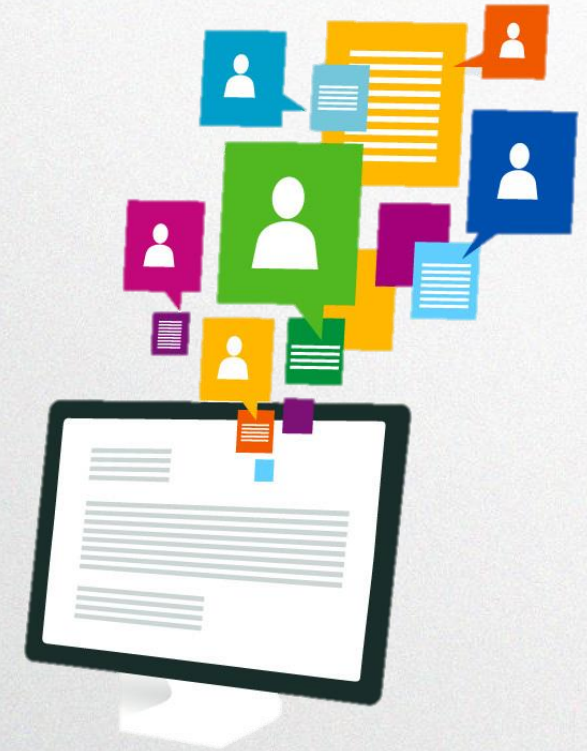
Lesson 8

Managing A Community of Online Followers

Presented by:

David Howard

Course Educator



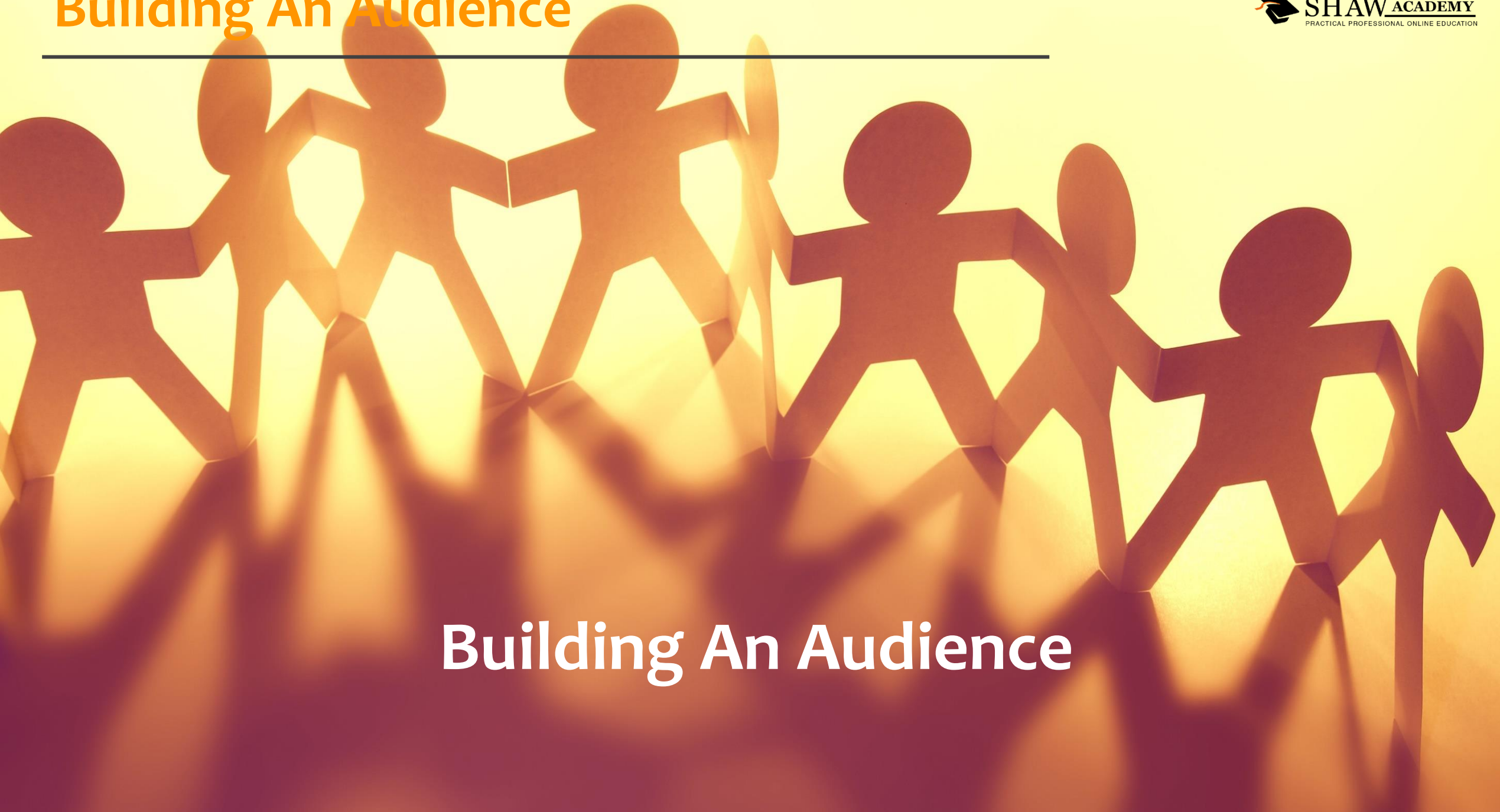
Lesson 8

- **Building An Audience**
- **Online Reputation Management**
- **Social Strategy**
- **Facebook Management**

- **Blog Review**
- **Final Exam Info**
- **Q & A**

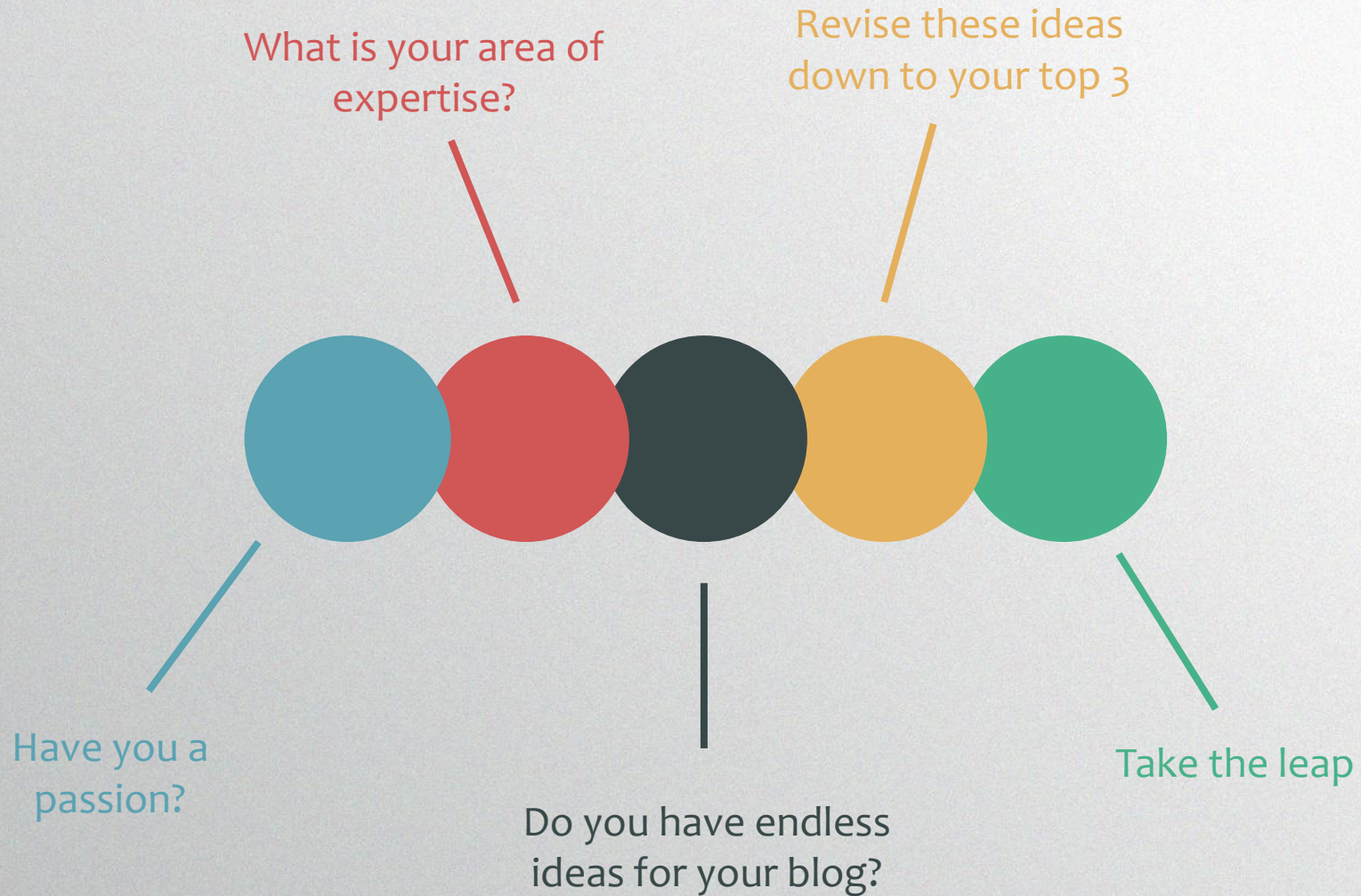


Building An Audience

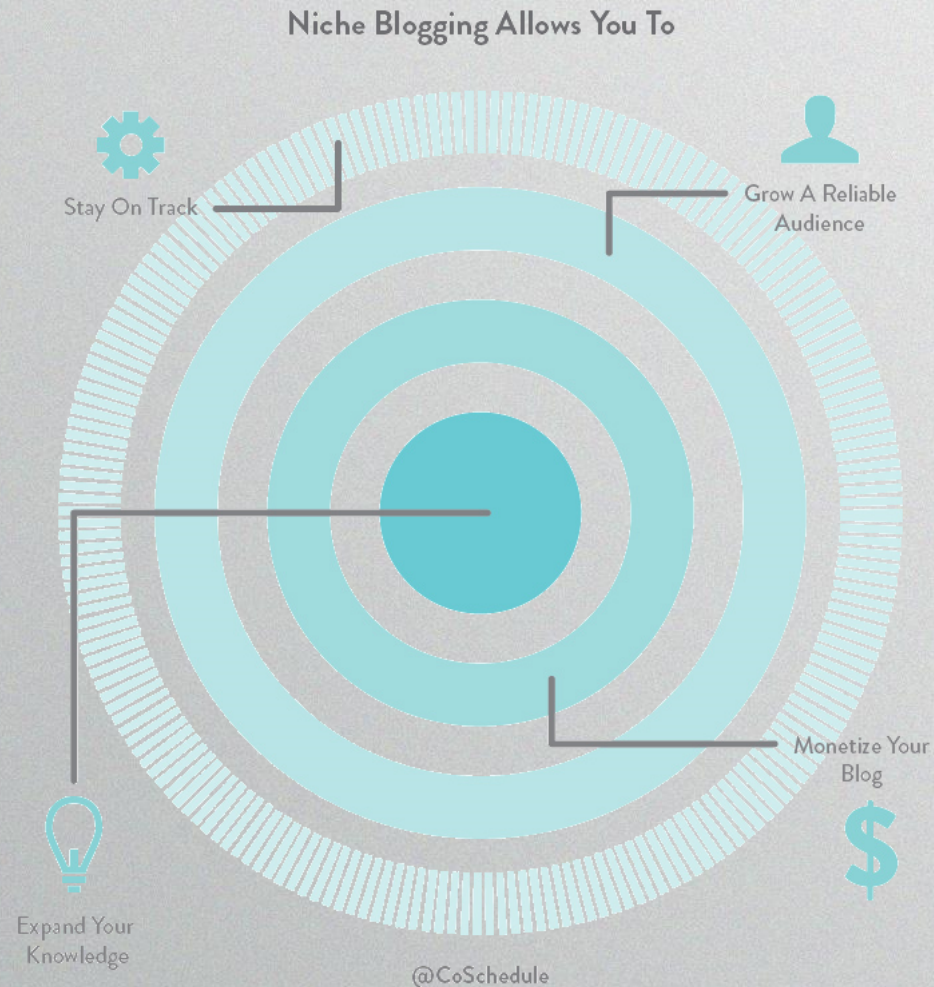


Building An Audience

Building An Audience



Building An Audience



What would make you come back to read a blog multiple times?



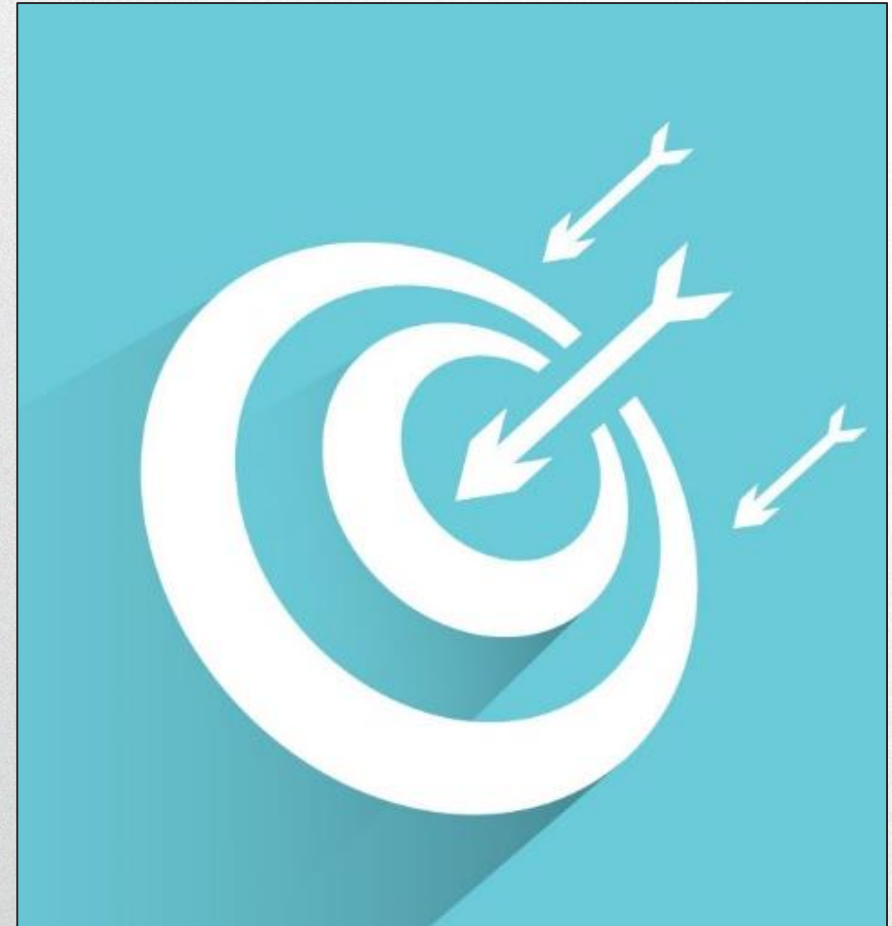
Building An Audience

B2B marketers receive 67% more leads if they have a blog on their website

13x times more likely to enjoy positive ROI

By 2020, customers will manage 85% of their relationships without talking to a human

Companies who blog receive 97% more links to their website



Building An Audience

What Is Social Listening?



Online Reputation Management

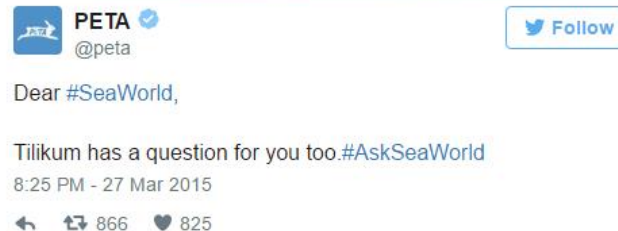
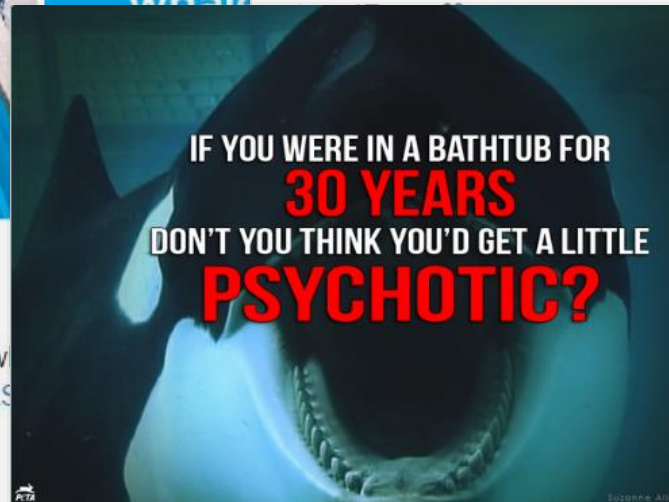
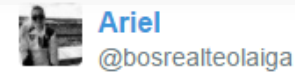
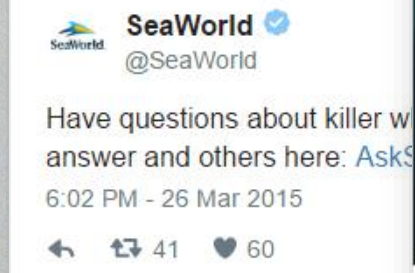
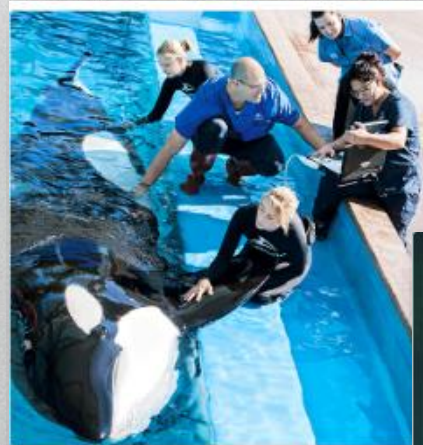
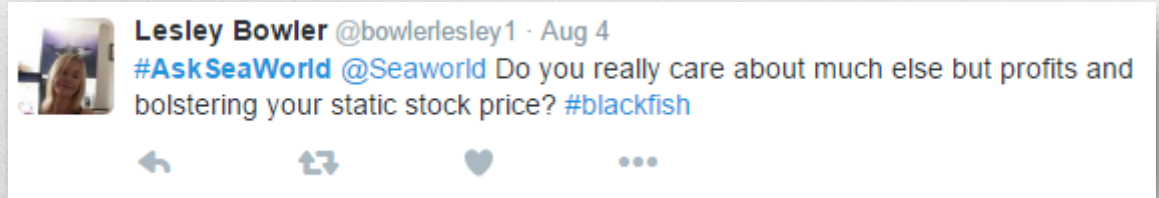


Online Reputation Management

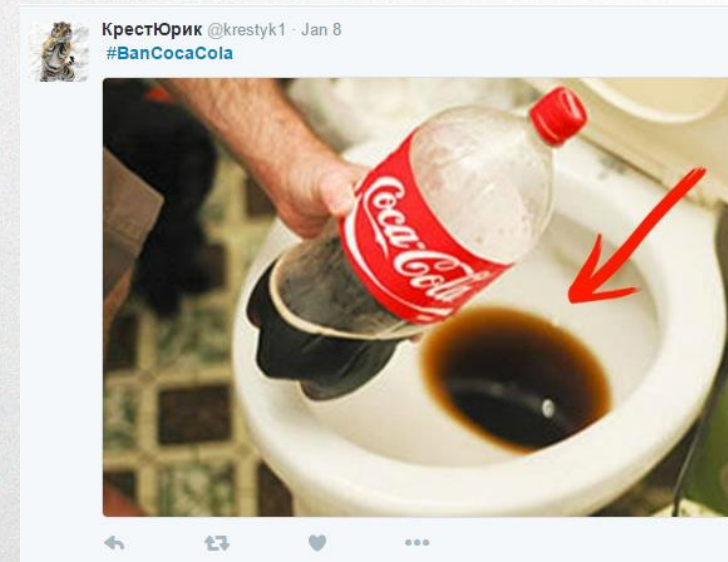


Online Reputation Management is the act of monitoring, addressing or mitigating undesirable search engine results or mentions in online media for a company or product.

Online Reputation Management



Online Reputation Management



What impact does this have?

How you are
perceived publicly

Complete lack
of competence

Vulnerable to further
negative comments

Online Reputation Management



Facebook Management



Facebook Management

Largest Social network in the world

Excellent data integration and offers paid advertising

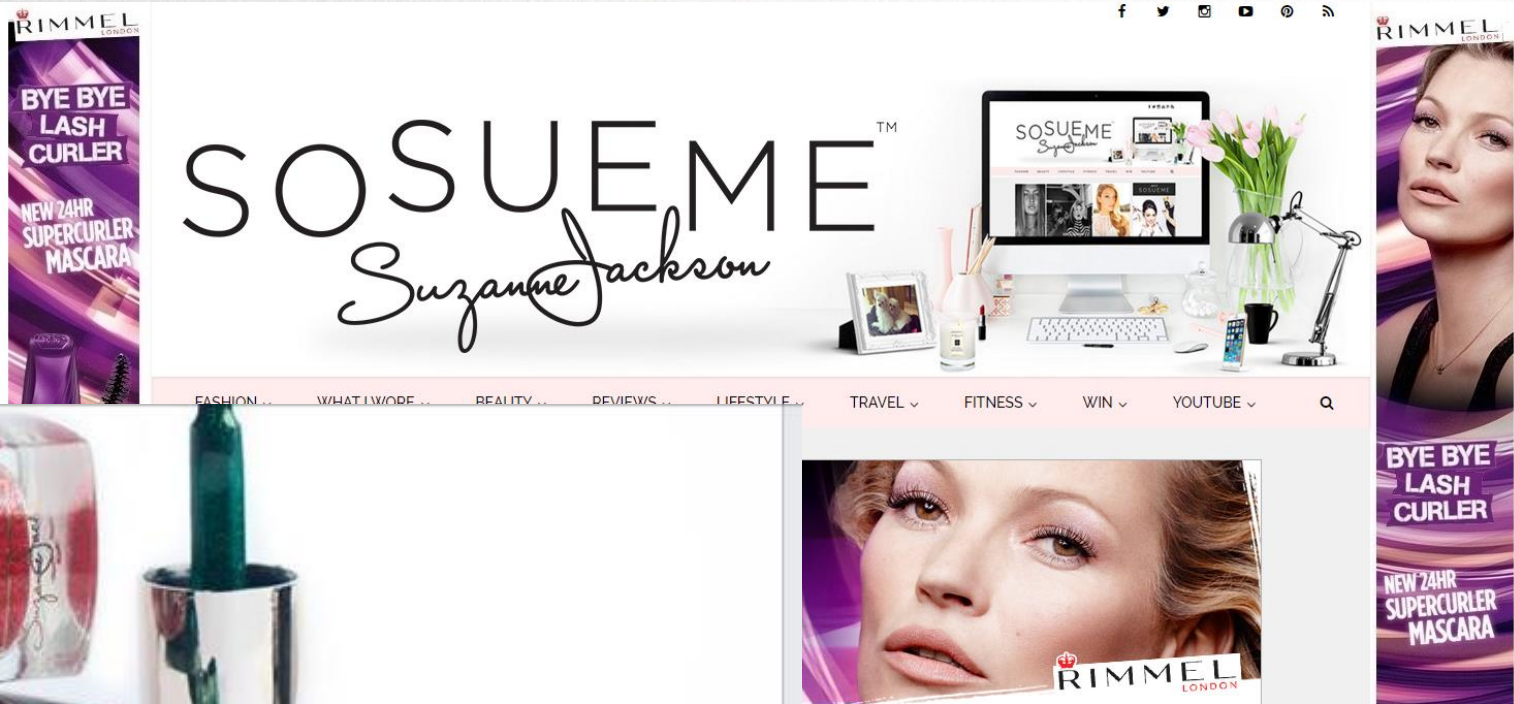
Facebook continues to give tools to publishers/brands to help drive engagement – Instant Articles, Facebook Live

Engagement is becoming the most valuable metric on Facebook

Requires active management of comments and customer complaints



Social Strategy



Social Strategy



So Sue Me-Blog

1 hr · 🌐

Good morning! Happy Friday! xx



👍 62

👍 Like 💬 Comment ➦ Share



So Sue Me-Blog

2 hrs · 🌐

New John Lewis Christmas ad is here!! What do you think??

<https://www.youtube.com/watch?v=wuz2ILq4UeA>



John Lewis Christmas Advert 20 #ManOnTheMoon

Watch the new John Lewis Christmas TV advert The Man on The Moon. Click here to continue the story: <http://bit.ly/1ky008K> This is the story of a...

YOUTUBE.COM

👍 467 ❤️ 21 😬 6 😂 1 ➦ 188

👍 Like 💬 Comment ➦ Share

Top Com



Write a comment...



Lisa Lacey After seeing the programme about elderly people feeling lonely and now this 😭 I'm going to hug my Nanny for an hour xx she's far from lonely but still ha 💕

Like · Reply · 👍 1 · 1 hr



Shauna Fitzpatrick Sarah Casey watch this 😍 love john lewis ads 🙌

Like · Reply · 1 hr

[View more comments](#)



So Sue Me-Blog at H&M College Green

November 4 at 7:11pm · Edited · 🌐

Oops... Did a bit of damage! 🙌 But c'mon its BALMAIN! 🌟👑 What a crazy evening.. Women really do love to shop! 🛍️🛍️🛍️ The place was out the door 🌟👑 Do you guys want a haul?? 🙌🙌 #balmain #hmbalmation



👍 2.8k ❤️ 36 😬 3

Social Strategy

www.asos.com/tfnc/tfnc-kimono-sleeve-sequin-dress-with-wrap-skirt/prod/pgeproduct.aspx?iid=5780709?clr=Shinygold&SearchQuery=gold%20kimono&affId=2444&WT.tsrc=Affiliate&pubref=1517766&currencyid=19

So Sue Me-Blog
21 hrs · Edited

This DRESS: <http://bit.ly/1RymyRI>

There seemed to be a glitch with some of the links in the Christmas dresses post as some of the items sold out after we posted the post here!

All links have since been updated and are now working perfectly again!
<http://sosueme.ie/.../time-to-think-about-christmas-bling-ou.../>



98 Likes · 4 Comments · 1 Share

Like · Comment · Share · Top Comments

asos
discover fashion online

Search ASOS

Welcome to ASOS. Join | Sign In

Help | Saved items | Bag €0.00 (0)

10% STUDENT DISCOUNT* · UNLIMITED NEXT-DAY DELIVERY TO THE UK ONLY £9.95 A YEAR* · FREE DELIVERY WORLDWIDE* *MORE INFO HERE

Home > TFNC Kimono Sleeve Sequin Dress with Wrap Skirt



TFNC Kimono Sleeve Sequin Dress with Wrap Skirt

€80.88

Free Shipping Worldwide

Shiny gold

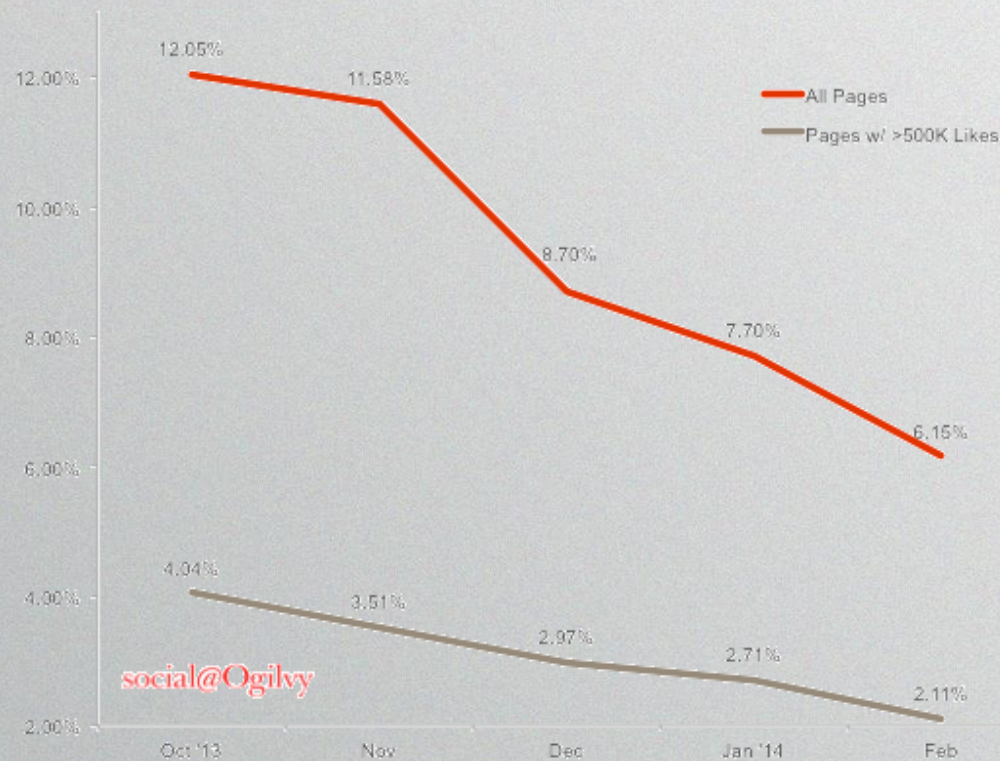
Select Size

ADD TO BAG

SAVE FOR LATER

Facebook Management

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

Currently:
As low as 2% now if over 500,000 likes.

10,000 fans may actually only reach 650 of them.

OR

1 million fans may actually only reach 20,000

Facebook Management



VS



Increased exposure

Facebook Insights

More options for events,
photos, links

Find people with similar interests

Great community engagement

Can promote an event better
through groups

Facebook Management

1) Weekly reports

Monitor Daily trends
The types of content



2) Monthly Reports

Strategic changes
Social growth

Blog Review

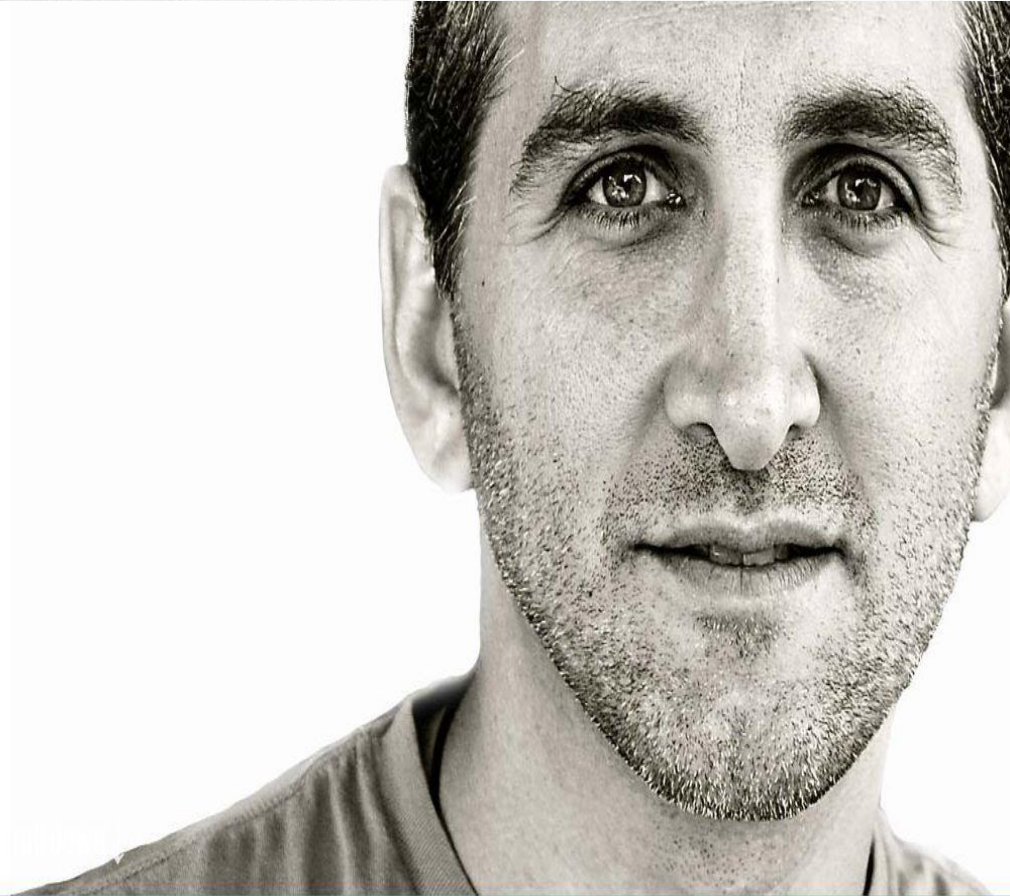
 JONATHAN FIELDS

I love discovering
stories and ideas that
inspire me.

And I'd really love it to
happen more often.

TOTALLY AGREE

NO WAY



FORTUNE Slate  WSJ The New York Times Forbes O SELF VOGUE Newsweek ELLE yoga



Course Agenda

Week 1: Lesson 1 : Introduction to Blogging

Lesson 2 : Content Planning & Content Curation

Week 2: Lesson 3 : The Importance of SEO

Lesson 4 : Should You Start A Vlog

Week 3: Lesson 5 : Content Marketing 101

Lesson 6 : Monetising Your Blog *

Week 4: Lesson 7: Creating a Compelling Personality For Your Content *

Lesson 8: Managing your Online Community *

